



Business Acumen Series (Board Simulation)

AUDIENCE

Managers and individual contributors at all levels and from all functional areas

Gain a deeper understanding of your business, your impact, and your role in improving business results

Simulation Benefits

The *Business Acumen* series, from BTS, is a portfolio of learning simulations that help managers and individual contributors working in specific industries deepen their knowledge of how their business works. Each simulation uses an engaging board-based format to simulate a company that participants are required to manage and operate as a team. Participants increase their business acumen by experiencing business flow, functional interrelationships, and how making a decision in one area has a ripple effect across the entire business—which eventually impacts the bottom line.

The *Business Acumen* series includes board-based simulations specifically designed for the Banking: Capital Markets, Banking: Retail, Chemical, Consumer Goods, Energy & Utilities, Healthcare, Insurance: Life, Insurance: Property and Casualty, Retail, and Manufacturing industries.

Business Acumen simulations help professionals:

- Deepen their knowledge of how their business works
- Put themselves in the shoes of General Managers
- Recognize the most important drivers for reaching company objectives and how to focus on those drivers
- Understand their role in the organization, their impact on the business, and how to make more informed business decisions that will improve bottom-line efficiency and profitability
- Be more effective team members and support team-building among others

Simulation Description

During the simulation, participants are challenged by realistic scenarios that require them to evaluate business situations, apply sound decision-making, analyze the results, and learn from the conclusions drawn.

Design features:

- One-day program (can be longer)
- Board simulation placed on tables
- 3-5 simulated years (or 3x4 quarters)
- 25-35 participants, also ideal for conferences of up to 150 participants
- 1 Facilitator (additional with larger groups)
- T3 recommended

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Content includes:

- Decisions: Participants follow and make decisions in the business flow from the generation of revenues to the costs associated with those revenues throughout the production or services value chain.
 - Strategies—choose a strategy and execute decisions associated with it
 - Revenues—impact on assets through forecasting and decisions around A/R
 - Production—capacity utilization and impact on cash flow and results
 - Events and Consequences—sustaining profitability in a turbulent business environment, how to secure lower costs by improving efficiency, and how to increase revenue in a tough competitive arena
 - Risks—manage external events
- Feedback
 - After each year of the simulation, competing teams receive feedback on and analysis of their performance.
- Know-How Sessions
 - Group discussions and exercises are held in between each year of the simulation that ensure participants get hands-on experience applying strategic and tactical solutions to key business issues, and are well equipped to apply new skills once back on the job
 - Topics include: Financial Interrelationships, Ways to Improve Profitability, or the company's own content sessions

Implementation/Customization

Business Acumen simulations are typically implemented as one-day programs. They can be used as stand-alone learning experiences or incorporated as modules in more extensive learning initiatives. Each industry version is available in a generic, board-based format. Versions can be customized to meet the unique needs of your organization.